

# **Make-Up in China - Market Summary, Competitive Analysis and Forecast to 2025**

<https://marketpublishers.com/r/M184D751B937EN.html>

Date: December 2021

Pages: 42

Price: US\$ 350.00 (Single User License)

ID: M184D751B937EN

## **Abstracts**

Make-Up in China - Market Summary, Competitive Analysis and Forecast to 2025

### **SUMMARY**

Make-Up in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### **KEY HIGHLIGHTS**

The make-up market consists of eye make-up, face make-up, lip make-up and nail make-up. The eye make-up segment consists of eyeliner, eye shadow, mascara and other eye make-up products. The face make-up segment consists of blusher, foundation, face powder and other face make-up products. The lip make-up segment consists of lip liner, lipstick, lip gloss and other lip make-up products. The nail make-up segment consists of nail polish. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2020 exchange rates.

The Chinese make-up market had total revenues of \$5.9bn in 2020, representing a compound annual growth rate (CAGR) of 8.8% between 2016 and 2020.

Market consumption volume increased with a CAGR of 4.2% between 2016 and

2020, to reach a total of 274.4 million units in 2020.

The ongoing trend of increased socializing among young Chinese consumers primarily supported market growth.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the make-up market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the make-up market in China

Leading company profiles reveal details of key make-up market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China make-up market with five year forecasts

## **REASONS TO BUY**

What was the size of the China hot drinks market by value in 2020?

What will be the size of the China hot drinks market in 2025?

What factors are affecting the strength of competition in the China hot drinks market?

How has the market performed over the last five years?

Who are the top competitors in China's hot drinks market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the Chinese make-up market?
- 7.3. Which companies were the most successful at increasing their market shares during 2016–2020?
- 7.4. Which companies' market shares suffered during the same period?
- 7.5. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. L'Oreal SA
- 8.2. LVMH Moët Hennessy Louis Vuitton SA
- 8.3. Amorepacific Corp

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: China make-up market value: \$ million, 2016–20
Table 2: China make-up market volume: million units, 2016–20
Table 3: China make-up market category segmentation: \$ million, 2020
Table 4: China make-up market geography segmentation: \$ million, 2020
Table 5: China make-up market distribution: % share, by value, 2020
Table 6: China make-up market value forecast: \$ million, 2020–25
Table 7: China make-up market volume forecast: million units, 2020–25
Table 8: China make-up market share: % share, by value, 2020
Table 9: L'Oreal SA: key facts
Table 10: L'Oreal SA: Annual Financial Ratios
Table 11: L'Oreal SA: Key Employees
Table 12: L'Oreal SA: Key Employees Continued
Table 13: LVMH Moet Hennessy Louis Vuitton SA: key facts
Table 14: LVMH Moet Hennessy Louis Vuitton SA: Annual Financial Ratios
Table 15: LVMH Moet Hennessy Louis Vuitton SA: Key Employees
Table 16: LVMH Moet Hennessy Louis Vuitton SA: Key Employees Continued
Table 17: Amorepacific Corp: key facts
Table 18: Amorepacific Corp: Annual Financial Ratios
Table 19: Amorepacific Corp: Key Employees
Table 20: China size of population (million), 2016–20
Table 21: China gdp (constant 2005 prices, \$ billion), 2016–20
Table 22: China gdp (current prices, \$ billion), 2016–20
Table 23: China inflation, 2016–20
Table 24: China consumer price index (absolute), 2016–20
Table 25: China exchange rate, 2016–20

## List Of Figures

### LIST OF FIGURES

Figure 1: China make-up market value: \$ million, 2016–20

Figure 2: China make-up market volume: million units, 2016–20

Figure 3: China make-up market category segmentation: % share, by value, 2020

Figure 4: China make-up market geography segmentation: % share, by value, 2020

Figure 5: China make-up market distribution: % share, by value, 2020

Figure 6: China make-up market value forecast: \$ million, 2020–25

Figure 7: China make-up market volume forecast: million units, 2020–25

Figure 8: Forces driving competition in the make-up market in China, 2020

Figure 9: Drivers of buyer power in the make-up market in China, 2020

Figure 10: Drivers of supplier power in the make-up market in China, 2020

Figure 11: Factors influencing the likelihood of new entrants in the make-up market in China, 2020

Figure 12: Factors influencing the threat of substitutes in the make-up market in China, 2020

Figure 13: Drivers of degree of rivalry in the make-up market in China, 2020

Figure 14: China make-up market share: % share, by value, 2020

## I would like to order

Product name: Make-Up in China - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/M184D751B937EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M184D751B937EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970